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Google Ads Video Professional Certification

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Google recognizes your mastery of developing, managing and optimizing Google Ads
Video campaigns.

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With the rapid development of the world economy and frequent contacts between different countries, the talent competition is increasing day by day, and the employment pressure is also increasing day by day. If you want to get a better job and relieve your employment pressure, it is essential for you to get the Google-Ads-Video Certification. However, due to the severe employment situation, more and more people have been crazy for passing the Google-Ads-Video exam by taking examinations, and our Google-Ads-Video exam questions can help you pass the Google-Ads-Video exam in the shortest time with a high score.

Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details

Topic 1	• Prioritize Marketing Objectives on YouTube: This domain tests the knowledge of Campaign Strategists in aligning marketing objectives with YouTube’s capabilities. It emphasizes how to prioritize goals such as awareness, consideration, and action when planning campaigns on the platform.
Topic 2	• Discover Google's ABCDs of Effective Creative: This domain measures the skills of Creative Strategists in applying Google’s ABCDs framework to create impactful video ads that resonate with audiences and achieve marketing goals effectively across various campaign types.
Topic 3	• Discover Why Advertisers Choose YouTube: This section of the exam measures the skills of Digital Marketing Managers and focuses on understanding the reasons advertisers prefer YouTube as a platform. It highlights YouTube's unique features, such as its vast audience reach, advanced targeting options, and ability to drive measurable marketing outcomes.
Topic 4	• Create Video Campaigns for Action: This section measures the abilities of Action Campaign Managers in creating video campaigns that drive direct actions, such as purchases or sign-ups. It emphasizes strategies for motivating audiences to take immediate steps toward conversion goals.
Topic 5	• Get to Know Action Video Ad Formats: This domain evaluates the expertise of Ad Format Specialists in understanding video ad formats optimized for action-oriented campaigns. It explains how these formats support driving conversions effectively.
Topic 6	• Understand the Importance of Video Creative Effectiveness: This section tests the knowledge of Creative Specialists in recognizing how effective video creatives impact campaign success across all objectives—awareness, consideration, and action—and drive better audience engagement rates.
Topic 7	• Evaluate Performance with Action Measurement Solutions: This domain assesses the abilities of Performance Analysts in measuring and optimizing action-driven campaign outcomes using advanced tools. It emphasizes tracking conversion metrics and refining strategies based on data insights.
Topic 8	• Drive Action with Video Bidding Solutions: This part tests the knowledge of Bidding Specialists in employing bidding solutions that maximize action-driven campaign results. It highlights strategies for achieving high conversion rates through effective bid management.
Topic 9	• How YouTube Keeps Brands Safe and Ensures Suitability: This section evaluates the expertise of Brand Safety Specialists in ensuring that advertisements on YouTube align with brand values and safety standards. It covers YouTube’s mechanisms for maintaining brand suitability and protecting advertisers from inappropriate content.
Topic 10	• Explore Audience Solutions for Consideration Goals: This domain measures the abilities of Audience Analysts in identifying audience solutions tailored to consideration objectives. It emphasizes targeting strategies that foster deeper engagement with potential customers.
Topic 11	• Create Video Campaigns for Awareness: This section measures the skills of Video Campaign Managers in designing effective video campaigns aimed at increasing brand awareness. It focuses on strategies for creating impactful campaigns that capture audience attention.

Google Ads Video Professional Assessment Exam Sample Questions (Q11-Q16):

NEW QUESTION # 11

A marketing manager has multiple video assets to work with and wants to create a Google Video campaign to grow interest in a product with as many relevant people as possible. What action should they take to help achieve this goal?

- A. Use masthead ads for a major sales promotion.
- B. Select the best creative asset and run a single ad.
- **C. Use video ad sequencing and target CPM bidding.**
- D. Use bumper ads on competitive video content.

Answer: C

Explanation:

B: Use video ad sequencing and target CPM bidding: Video ad sequencing allows you to tell a story across multiple video ads, guiding users through a narrative and increasing engagement.

Target CPM (tCPM) bidding optimizes your bids to show your ads to as many relevant people as possible within your target cost per thousand impressions.

Combining these strategies maximizes reach and interest by presenting a coherent story to a broad audience.

Option A is incorrect because using one asset limits reach and engagement. Option C and D are incorrect because masthead ads are expensive and best for large scale awareness, and bumper ads are too short to grow interest.

NEW QUESTION # 12

An account manager has been running a Video action campaign for two weeks and still has 30% of his budget remaining. What should he do to increase delivery until the campaign is outside the budget cap?

- **A. Change the frequency settings**
- B. Add skippable in stream ads
- C. Add Contextual audiences
- D. Change the bid strategy to CPM

Answer: A

Explanation:

B: Change the frequency settings

By increasing the frequency settings, the campaign will show the add to users more often, therefore spending more of the budget. This is the best way to increase delivery.

NEW QUESTION # 13

The owner of a music store wants to increase awareness for his store, and has been told that Google's Video solutions can assist him. How can Google's Video solutions assist the store owner with Video campaigns?

- A. Google's Video solutions automatically create video assets based on the content of the domain being advertised. 1.
www.questionai.com
www.questionai.com
- B. Google's Video solutions use machine learning to set budgets and bids within 24 hours of setting a Video campaign live.
- **C. Google's Video solutions simplify the campaign creation process by automatically aligning to marketing objectives.**
- D. Google's Video solutions simplify the campaign management process by automatically creating new ad groups on a monthly basis. 1

Answer: C

Explanation:

A: Google's Video solutions simplify the campaign creation process by automatically aligning to marketing objectives.

Google Ads Video campaigns guide users through the setup process based on their chosen marketing objective.

This simplifies campaign creation and ensures alignment with goals.

The other options are not primary benefits of Google's Video solutions.

NEW QUESTION # 14

A marketing manager wants to reach and engage with potential customers via a Google Video campaign. What first step do they need to complete to get started?

- A. Install a video code on their website.
- **B. Link Google Ads to their YouTube channel.**
- C. Prepare a manual bidding strategy.
- D. Build a list of relevant keywords.

Answer: B

Explanation:

B: Link Google Ads to their YouTube channel.

Linking the Google Ads account to the YouTube channel is essential for running video campaigns.

It allows for uploading and managing video ads, as well as tracking performance.

The other steps are important but come after linking the accounts.

NEW QUESTION # 15

Your main marketing objective is to grow consideration with a Google Video campaign, and you only want to pay when a user watches your full video ad. What bidding solution should you use?

- A. You should use cost-per-action bidding
- **B. You should use cost-per-view bidding**
- C. You should use cost-per-click bidding
- D. You should use Maximize Conversions bidding

Answer: B

Explanation:

B: You should use cost-per-view bidding.

Cost-per-view (CPV) bidding allows you to pay only when a user watches your video ad for a certain duration (e.g., 30 seconds) or interacts with it.

This is ideal for consideration campaigns where engagement is key.

The other bidding strategies are not designed for paying only for video views.

NEW QUESTION # 16

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